

ITEM 12  
BILL 69 (2013)RECEIVED  
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C & C OF HONOLULU  
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**From:** Dana Anne Yee [dana1@hawaii.rr.com]  
**Sent:** Thursday, January 16, 2014 8:15 AM  
**To:** jwhalen@planpacific.com; 'Cicely A George'  
**Cc:**  
**Subject:** Budget Committee Testimony to defer and do not pass Bill 69

**Testimony for Bill 69:**

Aloha Committee Chairwoman Kobayashi and members of the Budget Committee,

Thank you so much for all you do for our beautiful Hawai'i. Our Scenic views of the treasured island home must be protected and maintained. Please help keep our Hawai'i free of the our landscape littered with Billboards. I have heard that they will try to find Artistic ways to advertise or place them only in small places on the back of the buses but this may not be enforced or maintained over the years with free speech rights and future calls to raise money. And the possibility of Rail billboards is too much to think about. We are a special place, a destination sought after by many, and we are lucky to be able to call Hawai'i our home. Please help to keep our Hawai'i beautiful.

Hawai'i is too beautiful for bus billboards. That is why I am urging you to oppose Bill 69, which would authorize billboards on Honolulu's city buses.

If passed, Mayor Caldwell's bill would help to unravel the near-century old prohibition against billboards in Hawai'i by allowing mobile advertising. This billboard ban has ensured that all people of Hawaii have unfettered access to enjoy the natural beauty of our islands and has helped to protect Hawai'i's standing as a uniquely beautiful place in the world. All of this would be undermine by the passage of Bill 69.

In addition, passing Bill 69 would entangle the city in costly litigation over what is and is not allowed on bus billboards. Advocacy groups have already indicated they are ready to "pounce" at the opportunity to display their messages on our city buses. Mayor Caldwell has promised to limit the content of advertising on buses, which will likely spark costly litigation over free speech rights.

Whatever minor financial benefit we might gain from selling advertisements on our buses is not worth the costs we would all suffer if this bill is passed.

Please defer and do not pass Bill 69.

Mahalo,  
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 Scenic Hawaii, Inc., 3<sup>rd</sup> Vice President  
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